

INFORMATION DISCLOSURE CITATION				Docket Number		Serial Number	
				99-012		09/316,546	
				Applicants Walker et al.			
				Filing Date		Group Art Unit	
				May 21, 1999		2164	

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
	A	6,393,407	05/2002	Middleton			
	B	6,965,870	11/2005	Petras			
	C	5,848,396	12/1998	Gerace			
	D	6,052,730	04/2000	Feliciano			
	E	4,500,880	02/1985	Gomersall et al.			
	F	4,247,759	01/1981	Yuris et al.			
	G	5,642,279	06/24/97	Bloomberg et al.			
	H	5,794,207	08/11/98	Walker et al.			
	I	5,003,384	03/36/91	Durden et al.			
	J	5,825,881	10/1998	Colvin, Sr.			
	K	2001/0014868	08/2001	Herz et al.			
	L	5,873,069	02/16/99	Reuhl et al.			

FOREIGN PATENT DOCUMENTS							
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation
							Yes No

OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i>		

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							Yes	No
	N	EP 0 902 381	03/17/99	EP				
	O	EP 0 109 189 A1	05/23/84	EP				
	P	WO 96/36926	11/21/96	PCT				
	Q	EP 0 809 202	11/26/97	EP				
	R	WO 96/31848	07/14/98	PCT				
	S	WO 00/39720	07/2000	PCT				
	T	WO 99/066443	12/1999	PCT				
	U	WO 01/008025	06/2000	PCT				
	V	WO 99/66438	12/1999	PCT				

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OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i>			
	W	Press Release: "Fort Worth Outlet Square Offers American Airlines Advantage Miles", Released August 21, 1996, 2 pp.	
	X	Taylor, Paul, "Towards a dream market", Financial Times, September 4, 1996, Section: Survey - FT IT, 2 pp.	
	Y	Donlon, Brian, USA Today, "Cable Industry channels its efforts in April," March 29, 1990, 2 pp.	
	Z	Blattberg, Robert C and Levin, Alan, "Modeling The Effectiveness And Profitability Of Trade Promotions", Marketing Science, 1987, 23 pp.	
	A ¹	Anonymous, Discount Store News, Manufacturers shine with cross promotional prowess, August 5, 1996, 2 pp.	
	B ¹	Nimmer, Raymond T., "Commercial Transactions on the Global Information Infrastructure: Electronic Contracting: Legal Issues", The John Marshall Journal of Computer Information Law, 14 J. Marshall J. Computer & Info. L. 211, Winter 1996, 26 pp.	
	C ¹	Bonnici, Joseph et al., "Consumer issues in coupon usage: An exploratory analysis", Journal of Applied Business Research, winter 1996/1997, 11 pp.	
	D ¹	"Dispensing the future", Electronic Payments International, May 1997, Section: Feature; 5 pp.	
	E ¹	"Products and Services, Checkout Direct", Catalina Marketing Corporation, (http //catalinamktg com/procdir htm), download date: May 29, 1997, 14 pp.	
	F ¹	"Industry Briefs", Card News, June 9, 1997, Section: vol. 12, No. 11, 2 pp.	
	G ¹	Schanhausser, Mark, "A maze of plastic consumers try to make their way through the confusing state of credit cards", St. Louis Post Dispatch, July 30, 1994, 2 pp.	
	H ¹	Edwards, John G. "Credit card issuers see some growth", Las Vegas Review – Journal. March 18, 1994, 2 pp.	
	I ¹	Reilly, Brian, "Upselling strategies hit the net", Net Marketing, December 1996, 4 pp.	
	J ¹	"Heads I win, tails you lose", The Economist, June 13, 1992, 2 pp.	
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	K ¹	Yoshihara, Nancy "New Magazines Try to Reach Asian Businesses The Fledgling English-Language Publication seek Readers on both sides of the Pacific", Los Angeles Times, October 2, 1989, 3 pp.	
	L ¹	Samuelson, Paul, Economics Ninth Edition, Copyright 1973, 10 pp.	
	M ¹	Spor, Dana L., "Selling a free phone", Cellular Business, February 1994, Vol. 11, No. 2, 5 pp.	
	N ¹	Crump, Stuart F. Jr., "Faith goes cellular (case study of a real estate agent's selection of a cellular phone and carrier)", Home Office Computing, June 1994, 3 pp.	
	O ¹	Mr. Pigeon, "Cell Phone Hype Pigeon Family Sweats the Details", Star Tribune, January 29, 1995, Edition: Metro Edition, Section: Marketplace, 2 pp.	
	P ¹	Parker, Penny, "Cart vendors offer line-free shopping", Denver Post, December 20, 1995, pp.	
	Q ¹	Lacher, Lisa, "Coupon Gimmick Registers Profits", Business Record, December 7, 1987, 2 pp.	
	R ¹	Stevens, Lawrence, "Hypermarket challenge", Computerworld, December 10, 1988, 2 pp.	
	S ¹	Blattberg, Robert C., "Interactive marketing; exploiting the age of addressability", Sloan Management Review, September 22, 1991, 15 pp.	
	T ¹	McDowell, Bill, "Frequency marketing builds repeat business" Building Supply Home Centers, August 1993, 5 pp.	
	U ¹	Kristof, Kathy, "Card Sharks Are in Season; Be Wary of Discounts and Rebates as You Shop Around for Good Credit", Chicago Tribune, November 23, 1993, 2 pp.	
	V ¹	Smith, Alison, "Survey of UK Consumer Credit and Asset Finance", Financial Times, November 3, 1994, 3 pp.	
	W ¹	Linnen, Herb et al. "AT&T comments on new FCC rules to curb 'slamming'", June 14, 1995, 4 pp.	
	X ¹	Andreoli, Tom et al., "Cash Machines Offer A Whole Lotto Money...", Crain's Chicago Business, June 19, 1995, Section: News, 2 pp.	
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	Y ¹	McKinney, Jeff, "Merchant program could pay off for provident", The Cincinnati Enquirer, March 24, 1996, 2 pp.	
	Z ¹	"Switch your Chase MasterCard to a Shell MasterCard from Chase and you'll earn: Free Formula Shell Gasoline", Chase Manhattan Bank USA, N.A., September 1997, 2 pp.	
	A ²	Hoeschen, Brad, "Brookfield Square hopes mall card strikes a chord", Business Journal-Milwaukee, September 12, 1997, Section: Vol. 14, No. 50, 2 pp.	
	B ²	Kraus, Jeffrey, "Subsidized TV sets?", CED (Communications Engineering & Design), February 1998, 3 pp.	
	C ²	Goldblatt, Henry, "AT&T Finally Has An Operator...", Fortune, February 16, 1998, 4 pp.	
	D ²	"New Partners, more exciting rewards: The Membership Rewards program for 1998", (http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml), download date: March 12, 1998, 38 pp.	
	E ²	Elstrom, Peter, "Reach Out and Pay Someone", Business Week, March 23, 1998, 1 pg.	
	F ²	Website: "MCI Freeflex Free Video Rental Program", (http://www.mci.com/aboutus/products/prepaid/promotional.shtml), download date: April 21, 1998, 1 pg.	
	G ²	Website: "Wall Street Access...: Active Trader Rebate Program", (http://www.wsaccess.com/active_rebate_program.htm), download date: April 22, 1998, 2 pp.	
	H ²	Amato-McCoy, Deena, "Co-Branded Acme Credit Card Rewards Loyal Users" Supermarket News, June 15, 1998, Section: 1 pg.	
	I ²	Website: "DealDeal.com- The Best Auction Deals on the...; Bid To Win", (http://www.dealdeal.com/pxfm/bidandwin.cfm?classID=elc&cid=&cal=), download date: October 29, 1998, 1 pg.	
	J ²	Ross, Chuck et al., "Coke Card promotion set for '98", (http://web.archive.org/web/19980116055228/http://adage.com/news_and_features/feature...), download date: November 14, 2003, 2 pp.	
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	K ²	Schrage, Michael, "An experiment in economic theory", November 26, 1989, 3 pp.	
	L ²	Wells Fargo ATMs in California Become Little Billboards, The Associated Press, March 29, 1999, 1 pg.	
	M ²	Cellular wrong signals, Newsday, July 2, 1993, 1 pg.	
	N ²	Foster, Ed, "Can mixing cookies with online marketing be a recipe for heartburn?" July 22, 1996, 2 pp.	
	O ²	Brochure: "Reaching Out in New Directions" 1996, 18 pp.	
	P ²	"Sprint - Company Data", Securities and Exchange Commission Form 10-Q, for the quarterly period ended March 31, 1994, 4 pp.	
	Q ²	Jensen, Elizabeth, "Yakking it Up", The Wall Street Journal Europe, April 28, 1998, 5 pp.	
	R ²	Point.com: webpage copyright 1998-2000, 5 pp.	
	S ²	Travel Agent. "No-Show Crackdown", August 18, 1997, 4 pp.	
	T ²	SNET Digital Value Plans, June 12, 1998, 1 pg.	
	U ²	Radio shack introduces Handheld Flip-Style Cellular Telephone With Vibration Alert, October 16, 1996, 2 pp.	
	V ²	Wildstrom, Stephen H., "Pagers that can spell it out", Business Week, January 16, 1995, 2 pp.	
	W ²	"Competitive long distance company GST Telecom has filed suit in U.S. District County, Tucson May 15, 1996, 3 pp.	
	X ²	"Shamrock Technology Co. establishes No. American HQ as monitor...", Business Wire, March 25, 1997, 2 pp.	
	Y ²	AT & T Wireless adds convenience to buying cellular service, November 20, 1996, 2 pp.	
	Z ²	"Ads in the ether on PCS phones, pagers" Brandweek, March 31, 1997, 3 pp.	
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	A ³	Oslund, John, "The Battle is Joined", Startribune.com, February 12, 1996, 6 pp.	
	B ³	www. buy. com, cellular phones, copyright 19997-2003, 2 pp.	
	C ³	Verizon Wireless at Radio Shack, www. radioshack. com/partners / verizon / verizon landing, 3 pp.	
	D ³	Tedesco, Richard "Pactel pushed 'Net access" Broadcasting & Cable, June 3, 1996, 2 pp.	
	E ³	Colman, Price "Cross-Marketing cuts cable bills", Broadcasting & Cable, July 15, 1996, 3 pp.	
	F ³	Fleming et al., "European Banks, Insurance Firms Cross Into Each Other's Territory", Wall Street Journal, February 20, 1991, 4 pp.	
	G ³	Office Action for Application No. 09/219,267 (Attorney Docket No. 98-109) mailed June 13, 2008, 12 pp.	
	H ³	Office Action for Application No. 09/219,267 mailed September 7, 2007, 17 pp.	
	I ³	Office Action for Application No. 09/579,215 (Attorney Docket No. 98-124) mailed March 20, 2008, 4 pp.	
	J ³	Office Action for Application No. 09/282,747 (Attorney Docket No. 99-007) mailed June 12, 2008, 14 pp.	
	K ³	Office Action for Application No. 09/282,747 mailed September 7, 2007, 23 pp.	
	L ³	Office Action for Application No. 09/322,351 (Attorney Docket No. 99-005) mailed April 17, 2008, 18 pp.	
	M ³	Office Action for Application No. 09/322,351 mailed August 20, 2007, 25 pp.	
	N ³	Office Action for Application No. 11/423,481 (Attorney Docket No. 98-109-C1) mailed June 2, 2008, 17 pp.	
	O ³	Office Action for Application No. 11/423,481 mailed October 9, 2007, 24 pp.	
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	P ³	Office Action for Application No. 11/423,481 mailed January 25, 2007, 6 pp.	
	Q ³	Office Action for Application No. 11/423,493 (Attorney Docket No. 98-109-C2) mailed October 18, 2007, 21 pp.	
	R ³	Office Action for Application No. 11/423,493 mailed January 26, 2007, 6 pp.	
	S ³	Office Action for Application No. 11/423,498 (Attorney Docket No. 98-109-C3) mailed October 18, 2007, 9 pp.	
	T ³	Office Action for Application No. 11/423,498 mailed January 26, 2007, 6 pp.	
	U ³	Marn & Rosiello, "Managing price, gaining profit", McKinsey Quarterly, Autumn, 1992, 10 pp.	
	V ³	Affidavit of Michael D. Downs with Exhibits, dated April 6, 2007, 19 pp.	
	W ³	Affidavit of Michael D. Downs with Exhibits, dated April 6, 2007, 91 pp.	
	X ³	Decision on Appeal, Application No. 09/540,034, decided March 26, 2007, 16 pp.	
	Y ³	International Search Report for PCT/US00/18474, mailed June 18, 2001, 4 pp.	
	Z ³	International Search Report for PCT/US99/13409, mailed June 14, 1999, 6 pp.	
	A ⁴	International Search Report for PCT/US99/13819, mailed June 18, 1999, 7 pp.	
	B ⁴	Office Action for Application No. 09/219,267, mailed March 10, 2009, 15 pp.	
	C ⁴	Office Action for Application No. 11/423,481, mailed March 5, 2009, 18 pp.	
	D ⁴	Office Action for Application No. 09/282,747, mailed March 4, 2009, 16 pp.	
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	E ⁴	Office Action for Application No. 09/274,281 (Attorney Docket No. 99-006), mailed February 20, 2009, 4 pp.	
	F ⁴	Office Action for Application No. 09/274,281, mailed May 5, 2008, 6 pp.	
	G ⁴	Office Action for Application No. 09/274,281, mailed June 29, 2007, 5 pp.	
	H ⁴	Office Action for U.S. Application No. 09/219,267 (Attorney Docket No. 98-109) mailed March 6, 2006, 20 pp.	
	I ⁴	Office Action for U.S. Application No. 09/219,267 mailed December 14, 2004, 28 pp.	
	J ⁴	Office Action for U.S. Application No. 09/219,267 mailed January 9, 2004, 28 pp.	
	K ⁴	Office Action for U.S. Application No. 09/219,267 mailed April 22, 2003, 19 pp.	
	L ⁴	Office Action for U.S. Application No. 09/219,267 mailed May 17, 2001, 22 pp.	
	M ⁴	Office Action for U.S. Application No. 09/579,215 (Attorney Docket No. 97-054) mailed July 12, 2007, 21 pp.	
	N ⁴	Office Action for U.S. Application No. 09/579,215 mailed March 6, 2006, 20 pp.	
	O ⁴	Office Action for U.S. Application No. 09/579,215 mailed December 17, 2004, 24 pp.	
	P ⁴	Office Action for U.S. Application No. 09/579,215 mailed April 7, 2004, 32 pp.	
	Q ⁴	Office Action for U.S. Application No. 09/579,215 mailed July 29, 2003, 20 pp.	
	R ⁴	Office Action for U.S. Application No. 09/282,747 (Attorney Docket No. 99-007) mailed February 27, 2007, 25 pp.	
	S ⁴	Office Action for U.S. Application No. 09/282,747 mailed March 21, 2006, 22 pp.	
	T ⁴	Office Action for U.S. Application No. 09/282,747 mailed December 7, 2004, 25 pp.	
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	U ⁴	Office Action for U.S. Application No. 09/282,747 mailed April 13, 2004, 17 pp.	
	V ⁴	Office Action for U.S. Application No. 09/282,747 mailed November 19, 2002, 18 pp.	
	W ⁴	Office Action for U.S. Application No. 09/282,747 mailed March 1, 2002, 20 pp.	
	X ⁴	Office Action for U.S. Application No. 09/282,747 mailed May 21, 2001, 43 pp.	
	Y ⁴	Office Action for U.S. Application No. 09/282,747 mailed October 13, 2000, 34 pp.	
	Z ⁴	Office Action for U.S. Application No. 09/322,351 (Attorney Docket No. 99-005) mailed November 30, 2006, 24 pp.	
	A ⁵	Office Action for U.S. Application No. 09/322,351 mailed March 13, 2006, 20 pp.	
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	D ⁵	Office Action for U.S. Application No. 09/322,351 mailed September 25, 2001, 22 pp.	
	E ⁵	Office Action for U.S. Application No. 09/322,351 mailed October 12, 2000, 34 pp.	
	F ⁵	Board of Appeals Decision for U.S. Application No. 09/540,034 decided May 16, 2007, 16 pp.	
	G ⁵	Examiner's Answer for U.S. Application No. 09/540,034 mailed January 23, 2006, 42 pp.	
	H ⁵	Office Action for U.S. Application No. 09/540,034 mailed October 10, 2003, 22 pp.	
	I ⁵	Office Action for U.S. Application No. 09/540,034 mailed January 14, 2003, 21 pp.	
	J ⁵	Office Action for Application No. 09/219,267 (Attorney Docket No. 98-109) mailed January 5, 2010, 15 pp.	
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